

# TTC Board Meeting

## June 17, 2008 – 4:00 PM

### Attendance

Voting – Robin Carpenter, Bob Hart, Fred Schmidt, Marcy Mitchell, Daniel Gonzales, Jeff Greer

Non-Voting – Mary Jo Coulehan, Dianne Calderon, Bart Mitchell

Audience: 6 people

#### 1. Call to order – Old business

- a. Approval of minutes – Fred motioned; Daniel seconded – motion passed
- b. Fish Stocking Project – Dianne gave a quick update regarding the PR efforts to date. Hanser & Associates were hired and had already sent out a press release regarding the project to 3,000 journalists. The first e-mail blast on the project had also been sent on Thursday, June 12 to 6,000 visitors from the TTC e-mail list. The website confusion was discussed. Wendy Saunders created a website that went live on June 12<sup>th</sup>. Unfortunately, due to several issues with the site and Wendy being unreachable Marcy was asked to step in and help by Erica Laust, of Hanser & Associates, and Mark Weiler. Marcy quickly created 5 pages on visitpagosasprings.com and redirected the url to the new page. Thaddeus and Wendy both gave brief accountings of what happened and why certain things were done the way they were. They reiterated that they would like the site to be a stand-alone website but agreed to run the template by TTC before going live again.
- c. Revisiting budget – A revised budget was included in the Boards packet. After relooking at income figures it was discovered that the Lodging Tax Income needed to be adjusted down to \$340,000. The Executive Board along with the Executive Director, Dianne, met the week before to readjust various line items in order to bring expenditures down. The revised budget reflected these revisions and left approximately \$11,165.00 in reserves. Bob has ordered QuickBooks which will be installed on Dianne's computer. This should enable us to give a more accurate financial accounting at future meetings. Final budget will be determined at the July meeting. The Board felt the need to review the budget before making any recommendations.

#### 2. New business

- a. Marketing Firm presentation – Karen Ruby, Signature Marketing's President and Owner along with their Art Director, gave a presentation on their abilities as a possible candidate for TTC's marketing/pr firm. They distributed examples of their work and gave a brief synopsis on their views of Pagosa's current materials/ads. After the presentation the Board was reminded that another presentation was scheduled for the following day and also on Monday, June 23. After which, a nomination form will be sent around and a firm will be selected. The new firm(s) should be contracted by July 1, 2008.
- b. Arts Council Funding Application – The application was included in the packet but was not reviewed. Someone from the Arts Council will be asked to do a presentation at the next Board meeting.

- c. Director's Report- Dianne gave a brief accounting on the two writers we had in Pagosa since the last meeting - Sarah Curtis-Fawley a free-lance writer from Australia and Dale Lewis with the Bartlesville Examiner, Oklahoma. Sarah will be doing several articles and has already pitched them to a variety of magazines, on-line publications and newspapers. She will be letting us know when she gets something picked up. Dale had written one article on Pagosa before coming out and will be doing a follow-up story upon his return to Bartlesville.
- d. Public Comment– No public comments were made.
- e. Marcy made the motion to adjourn; Robin seconded and motion passed. Meeting adjourned at 6:30 PM.